

Curriculum Vitae

Li Bruce (Dr)

*DBA, MPA, PGDE, BSc(QS), FCS(PE), FCIS, FCG, FCPA, FCA, FICFA, CPIA
M.I.H.R.M.(HK), MCIArb(Mediation), AHKIArb, FHKRFP*

Post

- Teaching Fellow

Work-related Titles

- Academic Advisor
- Director (AF Academy)
- Programme Manager (Master of Corporate Governance)
- Programme Manager (Executive Diploma in Accountancy)

Contact

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Academic Background

- **Doctor of Business Administration (DBA)**, University of Newcastle (2015)
- **Postgraduate Diploma in Education (PGDE)**, The Education University of Hong Kong (2015)
- **Master of Professional Accounting (MPA)**, HK Polytechnic University (2002)
- **Bachelor of Science in Quantity Surveying (BSc(QS))**, HK Polytechnic University (1991)

Professional Qualification

Fellow Member

- The Hong Kong Institute of Chartered Secretaries with Practitioner's Endorsement, **FCS (PE)** (2004)
- The Chartered Governance Institute, **FCIS FCG** (2004)
- The Hong Kong Institute of Certified Public Accountants, **FCPA** (2005)
- The Institute of Chartered Accountants in England & Wales, **FCA** (2005)
- The Institute of Certified Forensic Accountants, **FICFA** (2019)
- Society of Registered Financial Planners, **FHKRFP** (2013)

Professional Member

- Certified Professional Internal Auditor, **CPIA** (2019)
- Chartered Institute of Arbitrators, **MCIArb (Mediation)** (2013)
- Hong Kong Institute of Human Resource Management, **M.I.H.R.M.(HK)** (2009)
- Hong Kong Institute of Arbitrators, **AHKIArb** (2013)

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PolyU Learning & Teaching Experience and Services Provided:

Subject Coordination

- **Bachelor of Business Administration (BBA)**
 - AF3110 Intermediate Accounting 1 (2013 – Now)
 - AF3111 Intermediate Accounting 2 (2008 – Now)
 - AF3112 Management Accounting 2 (2016 – 2018)
- **Master of Corporate Governance (MCG)**
 - AF5510 Corporate Governance (2016 – 2017)
 - AF5521 Contemporary Issues in Corporate Governance (2017 – 2019)

Teaching

- **Bachelor of Business Administration (BBA)**
 - AF2108 Financial Accounting
 - AF3110 Intermediate Accounting 1
 - AF3111 Intermediate Accounting 2
 - AF4106 Advanced Financial Accounting
 - AF3112 Management Accounting 2
 - AF4912 Capstone Project
- **Master of Corporate Governance (MCG)**
 - AF5510 Corporate Governance
 - AF5521 Contemporary Issues in Corporate Governance

Review and Moderation

- **Bachelor of Business Administration (BBA)**
 - AF2108 Financial Accounting
 - AF3110 Intermediate Accounting 1
 - AF3111 Intermediate Accounting 2
 - AF3210 Hong Kong Taxation Framework
 - AF3211 Accounting Information System
 - AF4513 Corporate Social Responsibility
- **Master of Corporate Governance (MCG)**
 - AF5231 Management Accounting and Information System
 - AF5141 Corporate Financial Accounting
- **Master of Business Administration (MBA)**
 - AF5215 Financial Accounting for Executives
- **Master of/Postgraduate in Professional Accounting (MPA/PGDPA)**
 - AF5111 Accounting for Corporations

Programme Management

- **PolyU School of Accounting and Finance**
 - Programme Manager - Master of Corporate Governance (2018 – Now)
- **PolyU Institute of Advanced Executive Education**

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- Programme Manager - Executive Diploma in Accountancy (2014 – Now)

AF Services

- **AF Teaching Council**
 - Council Member - Teaching Council of AF (2015 – 2019)
- **Service Council**
 - Council Member - Service Council of AF (2019 – Now)
- **Student Leadership**
 - Director – AF Academy (2019 – Now)
- **AF Teaching Resources (AFTR)**
 - Committee Member and Representative - AFTR Website (Accounting Module)

Learning and Teaching Grants

- **PolyU e-Learning and Blended Learning Development Fund**
 - Topic: Applying Blended Learning Approach with Case Method Teaching on Financial Accounting: Qualitative and Quantitative Analysis (2015 – 2018)
- **FB/AF Learning and Teaching Enhancement Grants**
 - The Development of a Monopoly-based Accounting Simulation Game – “Fun Fund” (2014 – 2017)

Educational Development

- **Educational Development Centre (EDC)**
 - Co-author – Paper "Developing a Learning Analytics Tool to Empower Teachers to Conduct Analysis of Learners' Online Behaviour"
 - Guest Presenter – Workshop "Using Panopto to Support Assessment"
 - Guest Speaker and Facilitator – Technology impacts on learning and teaching: Green Assessment and Smart e-Grading
 - Presenter – Panopto Asia Roundtable 2020
 - Contributor – Paper "Building a Learning Community to Facilitate Video-Based Peer Coaching on Teaching Practice in the Extended Classroom"
 - Reviewer – PolyU Proposed Learning Management System: Canvas
 - Reviewer – PolyU Proposed Learning Management System: Brightspace

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Professional Services Provided:

Hong Kong Institute of Chartered Secretaries (HKICS)

- **Professional Examination Coordination and Management**
 - Chief Examiner – Professional Stage: Corporate Financial Management (CFM) (2012 – 2017)
- **Professional Examination Technique Workshop**
 - Guest Tutor – Corporate Financial Management (2010 – 2012 and 2017 – 2019)
 - Guest Tutor – Corporate Governance Qualifying Programme: Risk Management (2020)

HKICS Members/Students Supporting Services

- **Mentorship Programme**
 - Member/Student Mentor (2016 – Now)
- **Student Ambassadors Programme**
 - Student Ambassadors Programme Mentor (2013 – 2019)

Hong Kong Institute of Certified Public Accountants (HKICPA)

- **Examination Coordination and Management**
 - Chief Examiner of Accredited Accounting Technician (AAT) Paper 1: Accounting and Computerized Accounts (2009 – 2018)
- **Tax Faculty Executive Committee**
 - Committee Member - Tax Faculty Executive Committee (2020)
 - Sub-committee Member - Budget Proposals Subcommittee (2020)
 - Sub-committee Member - Member Service Subcommittee (2020)
- **Best Corporate Governance Awards**
 - Research Analyst - Best Corporate Governance Awards 2020 (2020)

Hong Kong Examinations and Assessment Authority (HKEAA)

- **HKDSE Business, Accounting and Financial Studies (BAFS) Subject Management**
 - Committee Member – HKDSE BAFS’s Subject Committee (2015 – 2019)
- **HKDSE Business, Accounting and Financial Studies (BAFS) Subject Paper Setting, Assessment and Moderation**
 - Committee Member – HKDSE BAFS’s Moderation Committee (2017 – 2019)

Curriculum Development Institute of Education Bureau (CDI)

- **Curriculum Development Council**
 - Committee Member – Curriculum Development Committee on Business, Accounting and Financial Studies (BAFS) (2017 – 2019)

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Other Services Provided:

HKU School of Professional and Continuing Education (HKUSPACE)

- **Examination Assessment and Moderation**
 - Academic Assessor – Postgraduate Diploma in Professional Accounting (PGDPA): Financial Management (2017 – Now)
 - Academic Assessor – Postgraduate Diploma in Professional Accounting (PGDPA): Cost and Management Accounting (2018 – Now)

The Hang Seng University of Hong Kong (HSUHK)

- **Subject Assessment**
 - Module Vetter - Boardroom Dynamics

Hong Kong School of Commerce (HKSC)

- **Programme Assessment and Review**
 - Chairperson – Examination Committee of Various Certificate and Diploma Courses (2010 – Now)
 - Academic Advisor – Course Development (2010 – Now)

Asian Review of Accounting

- **Manuscript Review**
 - Reviewer of "Corporate Governance and Detrimental Related Party Transactions: Evidence from Malaysia" (2017 – 2019)